

# Aroostook County Tourism

## Request for Proposals

REVISED Feb 21, 2017

Aroostook County Tourism (ACT), working with the Aroostook Partnership, with funding from the Maine Office of Tourism's (MOT) Maine Tourism Marketing Partnership Program (MTMPP), is undertaking a selection process to solicit Requests for Proposals from qualified consulting companies for the development and production of a Regional Tourism Map. The goal of this RFP process is intended to provide ACT with a more complete understanding of each finalist's innovativeness, energy and willingness to allocate its resources to make this northern Maine tourism map project a success.

**Background:** ACT, an affiliate of Northern Maine Development Commission, works to bring an integrated approach to marketing to expand northern Maine's tourism industry. The mission of ACT is "...To develop and implement a tourism marketing program for Aroostook County."

Using the Regional map developed for the 2014 World Acadian Congress as its guiding example, ACT wishes to depict and highlight locations and events of interest for the region.

**Objective:** As part of its 2016-17 Tourism program, ACT has received funding from the Maine Office of Tourism's "Maine Tourism Marketing Partnership Program" (MTMPP). That, combined with a cash contribution from the Aroostook Partnership (AP), ACT desires ***to develop an Aroostook County map*** depicting the various tourism opportunities that exist in the region using a unique approach to their identification as well as a listing of major tourism activities that will take place over the course of a given year.

**General Map Design:** ACT/AP are seeking the services of a qualified design and printing company to develop a regional map to include Aroostook County but extending approximately ten (10) miles beyond our border to include the regions of New Brunswick and Quebec.

The plan is to design and print a color map with an approximate dimension of 36" X 22 ½". Paper to be used should be on a "map stock" similarly used for Maine's DOT road map.

**Schedule:** As part of the consultant selection and project development for the Aroostook County Tourism Attractions Map, ACT/AP have developed the following milestones that will serve as a guide to accomplish:

- **February 21, 2017:** Issue Request for Proposals to interested candidate consultants.
- **March 14, 2017:** Deadline to receive questions from interested Consultants
- **March 28, 2017:** Receive proposals
- **April 3-7, 2017:** Schedule Interviews with finalists
- **April 10, 2017:** Announce selection of qualifying Consultant to assist ACT/AP in the design, development and printing of maps.
- **April 10, 2017 through May 19, 2017:** Project development
- **May 22, 2017:** Presentation of draft final product
- **May 30, 2017:** Delivery of final product FOB NMDC Caribou, Maine for distribution.

**Services Desired:** The Consultant shall develop and produce a comprehensive regional map to be used to attract visitors to northern Maine. The Consultant is initially charged with:

1. Review NMDC's current inventory of the current tourism infrastructure in Northern Maine to compile the information needed to be included in the regional map. This includes, but is not necessarily limited to lodging establishments, restaurants, museums, festivals, recreational and cultural activities, events and attractions (it should be noted that the Consultant will have access to the previous publication and website). The decision to what tourism infrastructure is represented from both New Brunswick and Quebec provinces shall be a discussion item with the successful Consultant. Most written content and photography will be provided by the ACT Committee;
2. Design and format a regional map to be reviewed and approved by the ACT Regional Map Subcommittee and the full ACT Committee in collaboration with AP and;

3. Arrange and/or contract with a printing vendor to print 5,000 copies of the regional map. (ACT/AP reserves the right to increase the number of copies at their own expense.)
4. The information gathered by the chosen Consultant will be the property of ACT. The Consultant will supply all information gathered by ACT in an electronic format. This information will be used at the sole discretion of ACT.
5. The minimum number of maps shall be 5,000.

**Budget:** The ACT budget for the development of these maps is \$15,000. This amount represents funding from the Maine Office of Tourism (\$10,000) and Aroostook Partnership (\$5,000). There may be an opportunity to consider advertising sales however this will be discussed in greater detail with the chosen Consultant.

**Selection Criteria:** ACT is undertaking this competitive process with the intention of selecting a Consultant that offers the combination of experience and creativity with a competitive cost structure. The prospective Consultant should have the resources to provide ACT a qualified team who will perform the work contemplated by this RFQ. The selection criteria that will be utilized throughout the review and selection process are as follows:

- *Capability*

The Consultant should have significant resources and stability to support the service requirements of this program as well as on-going operating costs.

- *Relevant Experience*

Ideally, the Consultant engaged by ACT shall have demonstrable experience in the research, design and production of a fully integrated tourism map.

- *Consultant Responsibilities and Subcontractors*

If any part of the work to be performed under this project is to be subcontracted, the Consultant shall provide a complete description of services to be subcontracted, an estimate of the overall amount of work to be subcontracted and complete description of the qualifications and capabilities of the subcontractor to perform the same. As part of the contract, ACT/AP reserves the right to approve or disapprove all such subcontractors and to revoke any approval previously given.

- *Work Plan and Reporting Procedures*

The Consultant will develop a simple progress reporting update throughout the completion of the project for each of the outlined benchmarks.

- *Design and Production*

The Consultant must have clearly demonstrated the ability to design and produce and/or subcontract to produce this regional map. The Consultant must also clearly identify the design concept and layout of the regional map.

- *Quality of Presented Samples*

The Consultant will include with its submission examples of designed works of similar scope and significance to this project.

- *Prospective Fee or Consultant Compensation Requirements*

The Consultant must provide a proposed Consultant compensation formula with a detailed list of all items included in any suggested fee and a schedule of charges for all other cost items, including hourly rates, where and if applicable. It is expected that any fee will include at least the following: all senior management time; account management services; planning and creative proposals, and; production supervision and management. All out of pocket costs such as production, photography and travel will be reimbursed at net, with no mark-up, based on approved invoices.

**The Selection Process:** All properly submitted proposals will be screened by a panel consisting of ACT and AP staff in accordance with the selection criteria outlined in this RFQ. The finalists chosen will be asked to make oral presentations to clarify their written presentations. This panel will make recommendations to the full ACT Committee who will then recommend the winning proposal to the Northern Maine Development Commission (NMDC) Executive Board. The NMDC Executive Board will then award a contract to the winning Consultant based upon the Consultant's submitted proposal.

- **Submission Format**

- Respondents are required to submit the following:

- A brief letter to ACT stating the Consultant intends to submit its credentials in response to this RFQ.
- Written submission to the Selection Criteria: Each provider is expected to examine and respond to the proposed Scope of Services and the provisions of this RFQ. One (1) original and three (3) copies of the proposal shall be submitted.

- **Confidentiality**

Because this is a competitive selection process, ACT/AP will seek to hold all submissions in confidence, to the extent consistent with applicable law, until a final selection has been made or the selection process is terminated.

**Conclusion:** Any questions shall be submitted in writing on or before (DATE).